Public Health Orientation Project Crosswalk

PHIP Competencies, Administrative Capacities and Public Health Officials Competencies

PHIP Competency Area: New Coalitions and Alliances

SYSTEM LEVEL PHIP Competencies	ORGANIZATIONAL LEVEL	INDIVIDUAL LEVEL Knowledge Areas & Competencies from Existing Orientations			
	Administrative Capacities	Health Officers	Administrators	Nursing Directors	
 Analyze information and influence diverse groups to participate in public health activities Identify potential strategic partners Facilitate and form various work groups, alliances, and coalitions, and use community mobilization methods and tools appropriate to the local community. Foster trusting and effective relationships with diverse groups. 	Leadership and governance bodies set agency policies and direction: Public Relations and Communications Appropriate intergovernmental and community relations exist. Organization Planning and Development A plan is developed that includes purpose and goals, division and program plans, key activities and initiatives, community involvement.	Perform selected LHO responsibilities with greater knowledge and skill: Relationships with key groups	Public Relations and Community Involvement: Demonstrate skills and knowledge in: Appropriate people/groups (in and outside the local health jurisdiction) to include in a meeting or discussion about a particular public health problem/initiative. Communication processes with key partners to assure communications occur in a timely manner, are directed at the most appropriate person(s) and meet the desired purpose. Representation of the LHJ on task forces and committees at state and local levels, and with other providers, private agencies, and the community.	List the appropriate people/groups (in and outside the local health jurisdiction to include in a meeting or discussion about a particular public health problem/initiative. Communicate with key partners (inside and outside the local health jurisdiction with whom there will be recurrent interactions over time) so that future communications occur in a timely manner, are directed at the most appropriate person(s), and meet the desired purpose	

New Coalitions and Alliances

PHIP Competency Area: Communication

SYSTEM LEVEL PHIP Competencies	ORGANIZATONAL LEVEL Administrative Capacity	INDIVIDUAL LEVEL Knowledge Areas & Competencies from Existing Orientations			
		Health Officers	Administrators	Nursing Directors	
 Manage information dissemination to diverse entities including the public, legislators, Local Boards of Health, and the news media. Interact with the public and the media especially with regard to risk communication Balance legal and confidentiality issues for the public benefit. Use the most effective, efficient, and expedient telecommunications media for individual public health situations. 	Leadership and governance bodies set agency policies and direction: Public Relations and Communications Public communication includes increasing the public understanding of the mission of public health and the role of public health services. Public relations efforts include risk communication principles. Guidelines are written regarding outside/media communications and a media contact is established. Guidelines are written regarding internal communication. There are procedures for communication with decision-making bodies and elected officials.	Perform selected LHO responsibilities with greater knowledge and skill: Communication	Public Relations and Community Involvement Demonstrate skills and knowledge in: Policies and procedures for interaction with the media for distribution of information and press releases. Interactions with legislators in response to inquiries or to communicate alerts regarding a health issue. Appropriate people/groups (in and outside the local health jurisdiction) to include in a meeting or discussion about a particular public health problem/initiative. Communication processes with key partners to assure communications occur in a timely manner, are directed at the most appropriate person(s) and meet the desired purpose. Information Systems and Technology Use of email to support administrative work including various listservs and online conferencing capabilities	 Media and Public Relations List 10 Do's and Don'ts when being interviewed by the media. Discuss problems that are likely to arise in a high concern/low trust situation and ways one might address these problems through risk communications. Work with other staff to develop the message for an interview with the media. Other Partners List the appropriate people/groups (in and outside the local health jurisdiction to include in a meeting or discussion about a particular public health problem/initiative. Communicate with key partners (inside and outside the local health jurisdiction with whom there will be recurrent interactions over time) so that future communications occur in a timely manner, are directed at the most appropriate person(s), and meet the desired purpose Informatics Use e-mail to communicate with others (including the WSALPHO and PHND list serve and PHND on-line conference). 	

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PHIP Competency Area: Results-Based Accountability System

SYSTEM LEVEL	ORGANIATIONAL LEVEL	INDIVIDUAL LEVEL		
PHIP Competencies	Administrative Capacities	Knowledge Areas & Competencies from Existing Orientations		
		Health Officers	Administrators	Nursing Directors
 Develop a strategic plan that identifies goals, objectives, and performance measures and has a process to monitor and evaluate achievements. Develop, maintain, and evaluate: Operating infrastructure (accounting, budget, contracts, procurement, grants compliance, facilities, and risk management systems). Program and administrative written policies, procedures, and protocols. Use program evaluation and cost efficiency tools (cost benefit analysis, return on investment tools) to monitor and evaluate effectiveness of results and adjust as indicated. Evaluates resource utilization. 	Leadership and Governance bodies set agency policies and direction: Organization Planning and Development A plan is developed that includes purpose and goals, division and program plans, key activities and initiatives, community involvement. Effective financial and management systems are in place in all public agencies. Accounting Systems; Financial Management; Facilities Contract Management; Human Resource systems and services support the public health workforce. Personnel Policies; Performance Management; Recruitment and Retention; Labor Relations	■ Perform selected LHO responsibilities with greater knowledge and skill: Management	 Health Policy Development and Implementation Development and achievement of mission, goals and objectives as part of the Strategic Plan for the LHJ. Facilitation and/or leading specific program planning and evaluation activities. Funding Sources, Contracts and Reports Demonstrate skills and knowledge in: Funding and revenue sources for the LHJ and key financial reports describing LHJ expenditures and financial activity. Annual budgeting cycle and expectations of the LHJ administrator for development and management of the annual budget. Components of the Consolidated Contract between DOH and the LHJ, the programs funded through the contract, the associated deliverables and reporting requirements. Other major contracts with DOH or county government which provide funding for key LHJ programs Contractors and vendors that generate expenditures for the LHJ. Personnel And Property Management Administration of personnel policies and procedures through knowledge of laws and regulations and interpretation into operational procedures. Labor relations and union contract issues, as appropriate. Motivation, direction, and training of managerial staff for the LHJ Maintenance of LHJ property, facilities, and grounds and the available resources. County regulations regarding use/lease of property. Control and condition of LHJ equipment including purchasing and capital expenditures/acquisitions. 	Basic Public ealth Practice Define basic terminology of program evaluation LHJ and Community Access agency policies and procedures regarding everyday LHJ operations (e.g., hiring and firing, protection of confidentiality, and internal and external and external communications Budgeting and Contracting Define basic budgeting and contracting terminology List and describe the different funding streams for programs for which they are responsible. Supervision and Personnel Describe the strengths and weaknesses of staff they supervise so that they can delegate duties more appropriately, determine the necessary level of oversight for an individual, and seek staff development and continuing education when necessary. Describe local health jurisdiction hiring and firing policies.

PHIP Competency Area: Information Technology Systems

SYSTEM LEVEL PHIP Competencies	ORGANIZATIONAL LEVEL Administrative Capacities	INDIVIDUAL LEVEL Knowledge Areas & Competencies from Existing Orientations		Orientations
		Health Officers	Administrators	Nursing Directors
 Enable collection and access to information on current health topics, demographics (including vital statistics), and health outcome indicators. Implement data collection processes that ensure technology transmission compatibility and systems storage. Processes should also assure access to client treatment and case management plans, current health topics and updates, and community demographic and infrastructure information. Provide information in user-friendly formats in a timely manner. Guide the collection, analysis, and dissemination of health status information. Collect, analyze, and organize data and information for staff, public health partners, and clients. Use software available within the agency to perform research, record keeping, communication (e.g., e-mail, word processing programs), data analysis and interpretation (including simple spreadsheet programs), and reporting tasks. Use web-based applications for searching and retrieving information. 	Information systems support the public health mission Manual and automated information systems. Training and support IS policies and procedures.	Readily access useful print and internet references	Information Systems And Technology Demonstrate skills and knowledge in: Key electronic systems available to document and track administrative and clinical public health activities. Use of email to support administrative work including various listservs and online conferencing capabilities Confidentiality laws and regulations, including HIPAA and a self-assessment Website management and oversight	Informatics Identify existing data sources to help characterize a public health problem or evaluate a public health service/program. Use e-mail to communicate with others (including the WSALPHO and PHND list serve and PHND on-line conference).

PHIP Competency Area: Technical and Professional Competencies

SYSTEM LEVEL PHIP Competencies	ORGANIZATIO NAL LEVEL Administrative Capacitices	INDIVIDUAL LEVEL Knowledge Areas & Competencies from Existing Orientations		
		Health Officers	Administrators	Nursing Directors
 Create an environment that embraces workforce development methods to build staff capacity through continuous learning opportunities Apply workforce development principles (personnel rules, compensation, employee policies) Use commonly applied workforce development tools (needs assessment, training learning and development plans, evaluations, etc.) and apply as needed to develop staff. Identify and apply current relevant scientific and technical information. Apply the consultation process to differing aspects of the internal and external consultant roles as appropriate to the situation and to stakeholders. Model and encourage creativity and vision in the application of technology to improve services and productivity. Improve knowledge and skills, and abilities to improve performance in the short-term and long-term. 	None	 Describe his/her own roles and responsibilities as expected by law, the Local Board of Health, and local health jurisdiction management Discuss typical LHO roles and responsibilities Identify and access key people and resources within the public health and medical community for consultation on specific problems and issues. Perform selected responsibilities with greater knowledge and skill. 	 Health Policy Development and Implementation Development and achievement of mission, goals and objectives as part of the Strategic Plan for the LHJ. Facilitation and/or leading specific program planning and evaluation activities. Funding Sources, Contracts and Reports Demonstrate skills and knowledge in: Funding and revenue sources for the LHJ and key financial reports describing LHJ expenditures and financial activity. Annual budgeting cycle and expectations of the LHJ administrator for development and management of the annual budget. Components of the Consolidated Contract between DOH and the LHJ, the programs funded through the contract, the associated deliverables and reporting requirements. Other major contracts with DOH or county government which provide funding for key LHJ programs Contractors and vendors that generate expenditures for the LHJ. Personnel And Property Management Administration of personnel policies and procedures through knowledge of laws and regulations and interpretation into operational procedures. Labor relations and union contract issues, as appropriate. Motivation, direction, and training of managerial staff for the LHJ Maintenance of LHJ property, facilities, and grounds and the available resources. County regulations regarding use/lease of property. Control and condition of LHJ equipment including purchasing and capital expenditures/acquisitions 	Basic Public Health Practice Develop programs and services consistent with the core functions of public health and the 10 essential services. Public Health Nursing Identify the most appropriate person to whom to delegate a particular nursing duty or task. Determine the most appropriate level of oversight for individual nursing staff. PHND Growth and Survival Describe their roles and responsibilities as expected by the Local Board of Health and local health jurisdiction and administrator. Prioritize their work Identify resources (written, electronic, human) to help the new PHND deal with questions or problems I any of the above areas. Be able to stay in his/her job for more than a few weeks

PHIP Competency Area: Public Health Policy, Responsibility, and Authority

SYSTEM LEVEL	ORGANIZATIONAL	INDIVIDUAL LEVEL			
PHIP Competencies	LEVEL		Knowledge Areas & Competencies from Existing Oriel	ntations	
	Administrative Capacities				
		Health Officers	Administrators	Nursing Directors	
 Apply and practice leadership principles and skills. Analyze, evaluate, and communicate public policy choices. Interpret and apply laws and regulations that pertain to public health authority and responsibility. Apply an understanding of the value and costs of public health services to make strategic decisions regarding funding choices. 	Leadership and governance bodies set agency policies and direction. Organization Planning and Development) Legal authority and responsibility; Quality Improvement Risk management Policies and rules; Governing body authority and responsibility;	Describe his/her own roles and responsibilities as expected by law, the Local Board of Health, and local health jurisdiction: Management	 Legal Authority of Public Health and Boards of Health Legal authority and differing roles of state and local public health and the state and local Boards of Health WAC's and RCW's governing public health, including how to find applicable laws and regulations. Appropriate participation on local Board of Health agendas and meetings. Board development and member orientation Appropriate process to address a public health issue with LBOH through problem identification, discussion, development of action plans, and review. Role, functions and development of collaborative relationship with County Legal Counsel Health Policy Development and Implementation Development of public health policy at state and local levels, including public health law found in RCW's, WAC's and ordinances implementation of established public health policies at the local level. Community health assessment activities and the analysis of health indicator data to identify health issues needing improvement. 	 Legal Authority of Public Health Access state laws and regulations that impact public health practice. Describe the legal basis for the programs for which they are responsible. Basic Public Health Practice Determine the most appropriate role for public health (and more specifically, the PHND's local health jurisdiction) in a given community health problem Develop programs and services consistent with the core functions of public health and the 10 essential services. Local Health Jurisdiction Move a public health issue through appropriate channels at the local health jurisdiction for problem identification, discussion, development of action plans, and review. PHND Growth and Survival Describe their roles and responsibilities as expected by the Local Board of Health and local health jurisdiction and administrator. 	

PHIP Competency Area: Quality Improvement

SYSTEM LEVEL PHIP Competencies	ORGANIZATIONAL LEVEL Administrative Capacities	INDIVIDUAL LEVEL Knowledge Areas & Competencies from Existing Orientations		
		Health Officers	Administrators	Nursing Directors
 Apply strategic quality improvement methodologies that are aligned with program goals, stakeholder input, etc. Evaluate needs and develop a quality improvement plan Foster an environment where quality improvement is embraced and applied as part of everyday work. 	Leadership and Governance bodies set agency policies and direction Quality Improvement Quality improvement plan Quality improvement strategies are used.		Health Policy Development and Implementation Application of public health standards and best practices to improve services and programs at their local health jurisdiction. Involvement in the continued implementation of the Public Health Improvement Plan and the Public Health Performance Standards.	Access and use public health standards and best practices to improve services and programs at their local health jurisdiction

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PHIP Competency Area: Systems Thinking

SYSTEM LEVEL PHIP Competencies	ORGANIZATIONAL LEVEL Administrative Capacities	INDIVIDUAL LEVEL Knowledge Areas & Competencies from Existing Orientations		
	·	Health Officers	Administrators	Nursing Directors
 Understand the need to see interrelationships rather than cause-effect chains; evaluate key stakeholder interests to find commonalities that benefit the public health system. Be proactive and manage the processes of change. Promote and facilitate organizational learning. Be creative and flexible in identifying and evaluating alternatives, and anticipate the consequences of actions and responses. Optimize opportunities to improve the health status of the community. Demonstrate ability to address problems with new and effective solutions. 	None		 Organizational Structures of Local Health Jurisdictions Distinctions between health departments, districts, and multi-county districts; the pros and cons of alternative structures, and the implications for LHJ operations. Key LHJ functions and programs such as Environmental Health, Personal Health Services, Communicable Disease, assessment, and various arrangements of these functions inside or outside of the LHJ Key management and operations staff of their local health jurisdiction. Priority public health problems and activities in the local community, including demographics, healthy indicator data, and community health status. LHJ policies and procedures for daily operations (e.g. confidentiality policy or health alert procedure. Public Health System in WA State: Functions and relationships of DOH and other key state agencies, associations, and forums. Three core functions and the 10 Essential Public Health Services and the relationship to programs and services. Appropriate role for public health and the local health jurisdiction in a given community. Washington State Public Health Improvement Plan and the Public Health Performance Standards 	 Local Health Jurisdiction: Describe the organization of their local health jurisdiction, including senior executive staff members and key programs Access agency policies and procedures regarding everyday local health jurisdiction operations (e.g. hiring and firing, protection of confidentiality, and internal and external communications). Describe the priority public health problems in the local community and high priority public health activities. Move a public health issue through appropriate channels in the local healthy jurisdiction for problem identification, discussion, development of action plans, and review. Basic Public Health Practice Determine the most appropriate role for public health (and more specifically, the PHND's local health jurisdiction) in a given community health problem.

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PHIP Competency Area: Visionary Leadership

SYSTEM LEVEL PHIP Competencies	ORGANIZATIONL LEVEL Administrative	INDIVIDUAL LEVEL Knowledge Areas & Competencies from Existing Orientations		
Specific Competencies	Capacities	Health Officers	Administrators	Nursing Directors
 Define key values and use these principles to guide action. Participate in scanning the environment, internally and externally, for information critical to the agency's mission. Keep the mission in focus and articulate it clearly. Facilitate creation of a vision of excellence and a scenario of a preferred future. Allow others to be empowered to create and implement plans to enact the shared vision. Coach, inspire, and motivate staff and others to accomplish agency mission. 	None		Health Policy Development and Implementation Development and achievement of mission, goals and objectives as part of the Strategic Plan for the LHJ. Application of public health standards and best practices to improve services and programs at their local health jurisdiction. Involvement in the continued implementation of the Public Health Improvement Plan and the Public Health Performance Standards. Public Relations and Community Involvement: Demonstrate skills and knowledge in: Appropriate people/groups (in and outside the local health jurisdiction) to include in a meeting or discussion about a particular public health problem/initiative. Communication processes with key partners to assure communications occur in a timely manner, are directed at the most appropriate person(s) and meet the desired purpose. Representation of the LHJ on task forces and committees at state and local levels, and with other providers, private agencies, and the community. Personnel and Property Management Motivation, direction, and training of managerial staff for the LHJ	Other Partners List the appropriate people/groups (in and outside the local health jurisdiction to include in a meeting or discussion about a particular public health problem/initiative. Communicate with key partners (inside and outside the local health jurisdiction with whom there will be recurrent interactions over time) so that future communications occur in a timely manner, are directed at the most appropriate person(s), and meet the desired purpose Basic Public Health Practice Access and use public health standards and best practices to improve services and programs at their local health jurisdiction Local Health Jurisdiction Move a public health issue through appropriate channels in the local healthy jurisdiction for problem identification, discussion, development of action plans, and review.

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